FILE

fashion calendar

AUGUST 15,

1966

RUTH FINLEY, PUBLISHER

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JANUARY

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FASHION CALENDAR

NOTE: Although listings are repeated until the scheduled date of each event, they frequently incorporate IMPORTANT CHANGES. A CAREFUL CHECK OF EVERY issue will, therefore, yield maximum use of FASHION CALENDAR to the reader...Ruth Finley, Editor.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE

WEEK BEGINNING MONDAY, AUGUST 15, 1966

August 15 — OHRBACH'S RELEASE--Children's imports and American collection. (No Show)

Monday August 15 9:30 A.M.-12:30 P.M. — RESORT AND SUMMER SHOE COLLECTION — GOLO FOOTWEAR CORP. — 350 FIFTH AVENUE SHOWROOM - RM. 925
Press: Aug. 15--9:30 A.M.-12:30 P.M. Trade: Aug. 15--1:00-5:30 P.M. Aug. 16 and 17--9:00 A.M.-5:30 P.M. Contact: Helen Perlman, BR. 9-5800.

Monday August 15 12:00 Noon Luncheon — "SHOPPING WITH SELMA": FASHION SHOW — SHOE WOMEN EXECUTIVES, INC. — HOTEL PLAZA TERRACE ROOM
In conjunction with National Shoe Retailers Assn. Conference..a "fun and fancy" session. Guest speaker: Selma Diamond will do a skit as an expert on current trends in fashion merchandising. Also SWEEB award to Doug Sanders for his contribution to the world of fashion. Contact: Shirley Cogwell, Cassini Shoes, OX. 5-8570.

Monday August 15 2:30 P.M. — SPRING-SUMMER 1967 FASHION FOOTWEAR — NAT'L SHOE RETAILERS ASS'N(200 MADISON AVE.) — HOTEL PLAZA BALLROOM
Semi-annual forecast of trends in shape, silhouette, detailing & materials for women's fashion shoes. Also, color-slide and live model presentation, highlighting design themes from Spring ready-to-wear market. Special guest: Donald Brooks, presenting advance designs from his Resort and Spring collection. Show will coincide with opening day of the Designer Shoe Guild advance openings. Attendance by advance registration: $7.50, members; $10.00, non-members; (price includes swatched color guide). Contact: Thelma Hennessey, MU. 6-7520.

Beginning Monday August 15 — HOLIDAY AND CRUISE COLLECTION — ABBOTT EAST — 498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Continuous showings of Holiday and Cruise collection, designed by Alan Donath. Contact: 695-5730.

Beginning Monday August 15 — OPENING OF HOLIDAY-CRUISE COLLECTION — MR. GEE — 1407 BROADWAY SHOWROOM - 2506
Continuous showings of Holiday-Cruise separates, coordinates, dresses, at-home fashions, designed by Ruthanne Tuttle. Contact: Bernice Lewis, WI. 7-8178.

Beginning Monday August 15 — HOLIDAY-CRUISE KNIT COLLECTION — NANNETTE INTERNATIONAL — 1410 BROADWAY SHOWROOM - 24TH FLOOR
Continuous showings, imported knit collection. Contact: WI. 7-8130.

Tuesday August 16 8:45 A.M. Breakfast — HOLIDAY FASHIONS IN "THE LUREX LOOK" — DOW-BADISCHE COMPANY (350 FIFTH AVENUE) — THE WEAVER'S CLUB 111 WEST 40TH STREET
Breakfast showings at 8:45 A.M. on Aug. 16 and Aug. 23 of sweaters, knitwear, sportswear in Lurex for Holiday 1966. For buyers and press, by invitation. Contact: Jane Harvey, CH. 4-6000. Publicity: Ruth Hammer Associates, 246-4818.

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DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday August 16 4:00 P.M. Cocktails	PREVIEW OF SPRING '67 WOMEN'S KNITWEAR	FRANCESCA FOR DAMON	16 EAST 34TH STREET SHOWROOM - 21ST FLOOR
	Preview of Spring '67 women's knitwear, designed by Francesca for Damon. By invitation. Thereafter daily informal showings beginning Mon., Aug. 22. Contact: MU. 3-2467. Publicity: Rossi-Lack, TE. 8-0244.		
Tuesday August 16 5:30 P.M. Cocktails	PRESS PREVIEW: MILLINERY BY ADOLFO	SAKS FIFTH AVENUE	4TH FLOOR MILLINERY SALON
	Preview for the press of millinery collection by Adolfo. By invitation. (For Release, Wed., Aug. 17.) Publicity: Helen O'Hagan, PL. 3-4000.		
Tuesday August 16 5:45 P.M. Champagne	PRESS PREVIEW: NEWLY DECORATED 8TH FLOOR	BONWIT TELLER	8TH FLOOR
	Bonwit Teller will invite the press to preview their newly-decorated 8th floor; also showing of "Miss Bonwit" private label collection. By invitation. (For Release, Thurs., Aug. 18.) Publ.: Judith Jackson, EL. 5-6800.		
Wednesday August 17 10:30 A.M.	CUSTOMER SHOWING: BACK-TO-SCHOOL FASHIONS	ABRAHAM & STRAUS (BROOKLYN)	THE ALBEE THEATRE FULTON ST.-DE KALB AVE.
	"The Young Snappers"--Back-to-School fashions for the senior high teen. Press invited. Tickets: 25¢, available at Junior Size Center, 4th floor, and Young Mens Shop, mezzanine. Contact: Miss Brooke Worden, TR. 5-7200, Ext. 692.		
Tuesday August 17 11:30 A.M.	CUSTOMER SHOWING: "MISS BERGDORF" FASHIONS	BERGDORF GOODMAN	5TH FLOOR
	Customer showing of "Miss Bergdorf" Fall fashions. By invitation. Contact: PL. 3-7300.		
Wednesday August 17 3:30 P.M. Cocktails	PREMIERE: FASHIONS BY GERALD PIERCE	BOUL' MICH (1407 BROADWAY)	ALLIED CHEMICAL TOWER 1 TIMES SQ.-21ST. FL.
	Premiere showing of dresses and leisure wear, designed by Gerald Pierce for Boul' Mich, in exclusive hand-screened prints. For press and buyers, by invitation. Continuous showings thereafter in showroom. Contact: Neil Berman, BR. 9-5871. Publicity: Mary Krienke at Donald Degnan Assoc., TN. 7-0808.		
Wednesday August 17 5:00 P.M.-7:00 P.M. Cocktails	HOLIDAY COLLECTION OF INTIMATE APPAREL	SARONG, INC. & FISCHER CO., INC.	HAWAII KAI 1638 BROADWAY
	Fashion show for press and buyers, presenting color-coordinated Holiday collection, inspired by James Michener's novel "Hawaii." By invitation. Publicity: Marjorie May, TR. 9-2773.		
August 18	BONWIT TELLER RELEASE--Newly decorated 8th floor. (Preview, Aug.16--Above)		
Thursday August 18 5:00 P.M.	REPORT ON EUROPEAN COLLECTIONS	NEW YORK FASHION DESIGNERS, INC.	1457 BROADWAY ROOM 806
	Mrs. Frances Duehren, Fashion Director of I.A. Wyner Co., will report on the European collections to the members of the New York Fashion Designers and their guests. By invitation. Contact: WI. 7-0324.		
Beginning Monday August 22	HOLIDAY LINGERIE COLLECTION	SEAMPRUFE INCORPORATED	412 FIFTH AVENUE SHOWROOM - 3RD FLOOR
	Holiday lingerie, loungewear, sleepwear, and robes. Contact: LO.4-8040.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Monday August 22- August 25	RESORT-SPRING COLLECTION	PETTI 4'S, INC.	498 SEVENTH AVENUE SHOWROOM - 17TH FLOOR
	Booklet showings August 22, 23, 24, 25; and preview Tues., Sept. 6, by appointment only. Thereafter daily informal showings beginning Mon., Sept. 26. Contact: George Rappaport, CH. 4-3558.		
August 23	DOW-BADISCHE HOLIDAY FASHIONS IN "THE LUREX LOOK" AT 8:45 A.M. (See Pg.1)		
Tuesday August 23 12:00 Noon Luncheon	RESORT AND HOLIDAY FASHION PREVIEW	I.W. HARPER (SCHENLEY)	HOTEL PLAZA BALLROOM
	Preview of Resort and Holiday fashions, in specially designed fabrics, commissioned by I.W. Harper. By invitation. Publicity: Nan Riley at Carl Byoir Assoc., YU. 6-6100.		
Wednesday August 23 4:00 P.M. Cocktails	PREVIEW OF RESORT-HOLIDAY IMPORTED KNITS	CAPRIEL, INC.	498 SEVENTH AVENUE SHOWROOM - 19TH FLOOR
	"That Everywhere Look"--imported knit collection. Showing followed by cocktails. By invitation. Continuous daily thereafter. Contact: Arnold H. Arnold or Dorothy Summin, WI. 7-2170.		
August 24	OHRBACH'S RELEASE--"The Fashion Ring of Fighting Furs." (No Press Show)		
Wednesday August 24 10:30 A.M.& 1:00 P.M.	CUSTOMER SHOWING: BACK-TO-SCHOOL FASHIONS	ABRAHAM & STRAUS (BROOKLYN)	8TH FLOOR SPECIAL EVENTS CENTER
	"Superteens Go Back To School"--fashions for the junior high teen, at two showings. Tickets: Junior High Shop, 2nd floor, and Young Mens Shop, mezzanine. Contact: Miss Brooke Worden, TR. 5-7200, Ext. 692.		
Cancelled August 24	STERN BROTHERS PREVIEW OF FASHIONS BY JOHN STEPHEN OF CARNABY STREET, SCHEDULED FOR AUG. 24 AT 11:00, HAS BEEN CANCELLED. Contact: LO. 5-7950.		
Friday August 26 4:30 P.M.- 6:30 P.M. Cocktails-Dinner	PRESS RECEPTION: ART AWARDS PARTY	U.S. RUBBER CO. (CONSUMER PRODUCTS DIV.)	HOTEL PLAZA BAROQUE FOYER
	"Kedettes Brillant Canvases Awards Party"--colors of Kedettes casual shoes, reflected in paintings by ten distinguished American artists, national first prize contest winners. Drawing for grand prize winner at 5:30 P.M. Cocktails, followed by dinner at 7:00 P.M. By invitation. Publicity: Doris Farrant, CI. 7-5000, Ext. 7335.		
Tuesday August 30 11:00 A.M.	PRESS PREVIEW: SOPHIE CUSTOM-ORDER FASHIONS	SAKS FIFTH AVENUE	3RD FLOOR SALON MODERNE
	Sophie, with the assistance of Stephen Erklin, will present her Fall and Winter collection. By invitation. (For Release, Wed., Aug. 31.) Publicity: Helen O'Hagan, PL. 3-4000.		
August 31	ALTMAN RELEASE--Home furnishings--Lotus Land '66. (No Press Show)		
Wednesday August 31 12:30 P.M. Luncheon	GIRLS' DRESSES AT LUNCHEON SHOW	SUZY BROOKS (112 WEST 34TH STREET)	BARBETTA RESTAURANT 321 WEST 46TH STREET
	Fall dress outlook for school and leisure. Barbetta Publicity: Ellen Perl, TE. 2-8212. For reservations ($5.00): CI. 6-9171.		
Wednesday August 31 2:30 P.M.	PREVIEW: RESORT-INTO-SPRING COLLECTION	LOTTE FOR PAUL PARNES INTERNATIONAL	498 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
	Preview of Resort-into-Spring collection, designed by Lotte for Paul Parnes International. By invitation. Continuous daily showings thereafter. Contact: CH. 4-4600. Publicity: Sydney dee Bloeme, JU. 6-4490.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday August 31 4:00 P.M. Cocktails	PREVIEW: RESORT-SPRING COLLECTION	KORRIGAN-PARIS; AVAGOLF OF MILAN	HAMPSHIRE HOUSE THE COTTAGE
	Knit ensembles and dresses in silk and wool for Resort and Spring. Show at 4:30 P.M. By invitation. Publicity: Ruth Hammer Assoc., 246-4818.		
Thursday Sept. 1 11:30 A.M.	PRESS PREVIEW: CUSTOM-ORDER FASHIONS	BERGDORF GOODMAN	2ND FLOOR SALON
	Preview of Bergdorf Goodman's Fall custom-order fashions, designed by Leslie Morris. By invitation. (For Release, Fri., Sept. 2.) Publicity: Florence Neff, PL. 3-7300.		
Tuesday Sept. 6 4:00 P.M. Cocktails	PRESS SHOW: "FAR EAST FESTIVAL"	MACY'S NEW YORK	13TH FLOOR EXECUTIVE DINING ROOM
	Showing of fashions and home furnishings from the Far East. Special tour of exhibit area. By invitation. (For Release, Tues., Sept. 6.) Publicity: Margery Rubin, OX. 5-4400.		
Beginning Tuesday Sept. 6	RESORT AND HOLIDAY KNITWEAR COLLECTION	KIMBERLY KNITWEAR, INC.	1410 BROADWAY SHOWROOM - 10TH FLOOR
	Continuous showings of knit dresses and suits for Resort and Holiday. Contact: Robert Brown, LO. 4-1080.		
Beginning Tuesday Sept. 6	RESORT-HOLIDAY ITALIAN KNITWEAR COLLECTION	GINO PAOLI	1407 BROADWAY SHOWROOM - SUITE 3704
	Couture knitwear -- ensembles, suits, dresses, coats, and sportswear, made in Italy for Resort-Holiday, at continuous daily showings. Contact: Edith K. Brown, BR. 9-0925.		
Beginning Tuesday Sept. 6	HOLIDAY COLLECTION IN CALIFORNIA	HOLLY HOELSCHER OF CALIFORNIA	714 SO. LOS ANGELES ST. LOS ANGELES
	Holiday and Resort showings in California. Contact: Peggie Wegman, OX. 5-5470.		
Wednesday Sept. 7 10:15 A.M. Coffee	PRESS PREVIEW: "ONE WORLD" IMPORT FASHIONS	GIMBELS	6TH FLOOR
	Press preview of "One World" import fashions. By invitation. (For Release, Fri., Sept. 9.) Publicity: Margot Infantino, LO. 4-3300.		
Wednesday Sept. 7 12:00 Noon Luncheon	PRESS SHOW: AWARD-WINNING FASHIONS	BRITISH CONSUL GENERAL & YARDLEY	HOTEL PLAZA TERRACE ROOM
	"The London Look Fashion Award--1966." Show at 12:30 P.M., followed by luncheon. By invitation. Publicity: Lillian Firestone, WA. 4-4728.		
Wednesday Sept. 7 12:30 P.M. Luncheon	FALL COLLECTION AT LUNCHEON SHOW	KASPER FOR JOAN LESLIE	BARBETTA RESTAURANT 321 WEST 46TH STREET
	Informal showing of Fall fashions. Barbetta Publicity: Ellen Perl, TE. 2-8212. For reservations ($5.00): CI. 6-9171.		
Wednesday Sept. 7 4:00 P.M. Champagne	PRESS PREVIEW OF "FALL FASHION GALA"	STERN BROTHERS	6TH FLOOR SPECIAL EVENTS DEPT.
	Preview for the press of "Fall Fashion Gala." By invitation. (For Release, Fri., Sept. 9.) Publicity: Jill Schoenbach, LO. 5-7950, Ext. 515.		
Wednesday Sept. 7 6:00 P.M. Cocktails	PRESS PREVIEW: "MISS YOUNG INDIVIDUALIST"	FRANKLIN SIMON (33 WEST 34TH STREET)	2ND FLOOR
	Preview for the press of new second floor, presenting "Miss Young Individualist" shops. By invitation. (For Release, Thurs., Sept. 8.) Contact: Eileen Roper, OR. 5-1000, Ext. 395.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday Sept. 8	PRESS PREVIEW: HOME-FURNISHINGS	GIMBELS	9TH FLOOR DECORATING STUDIO
10:30 A.M. Coffee	Preview of antique and modern English home furnishings. By invitation. (For Release, Mon., Sept. 12.) Publicity: Margot Infantino, LO. 4-3300.		
Thursday Sept. 8	PRESS PREVIEW OF IMPORT COLLECTION	BONWIT TELLER	HOTEL REGENCY BALLROOM SUITE
12:00 Noon Brunch	Preview for the press of Bonwit Teller's import collection. By invitation. (For Release, Fri., Sept. 9.) Publ.: Judith Jackson, EL. 5-6800.		
Sept. 9	GIMBELS RELEASE--"One World" import fashions. (Preview, Sept. 7-See Pg.7)		
Sept. 9	STERN BROTHERS RELEASE--"Fall Fashion Gala." (Preview, Sept. 7--See Pg.7)		
Friday Sept. 9	PRESS PREVIEW OF IMPORT FASHIONS	BERGDORF GOODMAN	2ND FLOOR SALON
11:30 A.M.	Preview for the press of import fashions. By invitation. (For Release, Mon., Sept. 12.) Publicity: Florence Neff, PL. 3-7300.		
Sept. 12	GIMBELS RELEASE DATE--Homefurnishings. (Preview, Sept. 8--See Above)		
Monday Sept. 12	FALL-WINTER PREVIEW BY THREE DESIGNERS	BERGDORF GOODMAN	4TH FLOOR
11:30 A.M.	Ready-to-wear fashions by Gigliola Curiel of Milan; Bernard Newman and Marguery Burke Bolhagen of the U.S. By invitation. Publicity: Florence Neff, PL. 3-7300.		
Beginning Monday Sept. 12	FALL READY-TO-WEAR FASHIONS	ROAMAN'S	20 WEST 39TH STREET
	Informal daily showings of Roaman's Fall ready-to-wear fashions from 1:00 to 4:00 P.M. (In Boston, Mon., Sept. 19, 2:00 to 3:00 P.M.; Philadelphia, Sept. 21, 2:00 to 3:00 P.M. Both shows by invitation.) Publicity: Mariette Schumacher, OR. 9-8600.		
Tuesday Sept. 13	PRESS PREVIEW: CUSTOM-ORDER FASHIONS	MAINBOCHER, INC.	609 FIFTH AVENUE SALON - 8TH FLOOR
11:00 A.M.	Mainbocher will present his Fall custom-order fashions at a preview for the press. By invitation. (For Release, Wed., Sept. 14.) Contact: PL. 5-3714. Publicity: Eleanor Lambert, MU. 8-2130.		
Wednesday Sept. 14	IMPORT FASHIONS AT TWO SHOWINGS	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	N.Y. HILTON HOTEL BALLROOM
9:00 A.M.& 12:00 Noon	"The European Import Collections"--fashions at breakfast and luncheon shows. Report and commentary: Russell Norris, Vogue-Butterick Pattern Co.; and Rita Perna, Montgomery Ward. Prices: Breakfast--$10.00, members; $15.00, guests. Luncheon--$12.00, members; $20.00, guests. Contact: CI. 7-3940.		
Sept. 15	ROSH HASHONAH (Thursday)--First day of Jewish New Year.		
Sept. 15	LORD & TAYLOR RELEASE--Parisienne Fashions. (No Press Show)		
Friday Sept. 16	OPENING NIGHT OF NEW METROPOLITAN OPERA	METROPOLITAN OPERA	LINCOLN CENTER B'WAY & 64TH STREET
8:00 P.M.	A new work by an American, Samuel Barber, commissioned under a grant by the Ford Foundation, based on Shakespeare's "Antony and Cleopatra," will inaugurate the 1966-67 season. Publicity: Francis Robinson, 799-3100.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Monday Sept. 19 10:30 A.M.	PRESS PREVIEW OF FUR FASHIONS	GEORGES KAPLAN	730 FIFTH AVENUE SALON
	Georges Kaplan's Fall-Winter fur fashions. By invitation. (For Release, Tues., Sept. 20.) Contact: Ellen Puhst, CI. 6-3416.		
Monday Sept. 19 10:30 A.M.	HOLIDAY AND RESORT COCKTAIL FASHIONS	CAMEO EVENING FASHIONS; FIVE-THIRTY P.M.	530 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
	Cocktail and evening fashions, designed by Celia Phillips and Miss Andre. By reservation. Continuous daily thereafter. Contact: PE. 6-0151.		
Monday Sept. 19 4:30 P.M. Cocktails	PREVIEW: SHOE FASHIONS BY DONALD BROOKS	LORD & TAYLOR	4TH FLOOR
	Press and customer show of Donald Brooks' first shoe collection. By invitation. (Note Change of Date.) Publicity: Jeri Savidge, WI. 7-3300.		
Sept. 19	NATIONAL SWEATER WEEK, SEPT. 19-25. Contact: Edward Brandwein, MU.3-7520.		
Beginning Monday Sept. 19	HOLIDAY, RESORT, SPRING COLLECTION	HOLLY HOELSCHER OF CALIFORNIA	488 SEVENTH AVENUE SHOWROOM - SUITE 701
	Continuous informal showings of misses dress collection. Contact: Peggie Wegman, OX. 5-5470.		
Tuesday Sept. 20 9:30 A.M. Breakfast	PRESS PREVIEW: IMPORTS AND REPRODUCTIONS	ALEXANDER'S	ST. REGIS ROOF
	Press preview of Alexander's imports and reproductions. By invitation. (For Release, Wed., Sept. 21.) Publicity: Rene Hall, OX. 5-4500, Ext.285.		
Tuesday Sept. 20 10:30 A.M.	OPENING: HOLIDAY AND RESORT COLLECTION	PATTULLO-JO COPELAND, INC.	498 SEVENTH AVENUE SHOWROOM - 14TH FLOOR
	By reservation. Contact: Sam Cohen, LO. 3-5650.		
Tuesday Sept. 20 11:30 A.M.	PREVIEW: RESORT-ADVANCE SPRING COLLECTION	GEORGE CARMEL, INC.	530 SEVENTH AVENUE SHOWROOM - 24TH FLOOR
	Coats and suits for Resort and advance Spring. By reservation. Continuous daily thereafter. Contact: LA. 4-3310.		
Tuesday Sept. 20 11:30 A.M.	OPENING: RESORT-SPRING COLLECTION	SARMI BOUTIQUE	550 SEVENTH AVENUE SHOWROOM - 3RD FLOOR
	Also Sept. 27, 29 at 11:30. By reservation. Contact: Mr. Revell, CH.4-7270.		
Tuesday Sept. 20 12:30 P.M. Brunch	PRESS PREVIEW: RESORT AND SPRING COLLECTION	STONY BROOK CASUALS	498 SEVENTH AVENUE SHOWROOM - 12TH FLOOR
	Preview of Resort and Spring collection, designed by Vally. For press and buyers, by invitation. Publicity: Jeanette Gottlieb, BR. 9-6560.		
Tuesday Sept. 20 1:00 P.M.	RESORT AND HOLIDAY COLLECTION	HANNAH TROY, INC.	530 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
	Also Sept. 28, Oct. 5 at 1:00. By reservation. Contact: Lee Lerner, LO. 3-0988.		
Tuesday Sept. 20 1:00 P.M.	OPENING: RESORT AND HOLIDAY COLLECTION	TEAL TRAINA, INC.	550 SEVENTH AVENUE SHOWROOM - 22ND FLOOR
	Also Sept. 21 at 1:00 P.M. By reservation. Contact: Jean Roberts, LA. 4-3520.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday Sept. 20 6:15 P.M.	PRESS PREVIEW OF EUROPEAN IMPORTS Annual presentation of European imports throughout store. By invitation. (For Release, Wed., Sept. 21.) Publicity: Louise Langdon, PL. 2-1212.	BLOOMINGDALE'S	THROUGHOUT STORE
Wednesday Sept. 21 9:30 A.M. Coffee	PRESS PREVIEW: HAUTE COUTURE IMPORTS Ohrbach's will present their haute couture Paris and Italian imports, and original fabric line-for-line copies. For the press only, by invitation. (For Release, Thurs., Sept. 22.) Publicity: Jackie Landesman or Mark Klauser, OX. 5-4000, Ext. 208.	OHRBACH'S	5TH FLOOR
Wednesday Sept. 21 10:30 A.M.	OPENING: RESORT- HOLIDAY COLLECTION Also Sept. 27 at 10:30. By reservation. Contact: LA. 4-5923.	WILSON FOLMAR, INC.	530 SEVENTH AVENUE SHOWROOM - 14TH FLOOR
Wednesday Sept. 21 3:00 P.M.	PREVIEW: FALL-WINTER FASHION COLLECTION Preview of Fall-Winter fashions, designed by Castillo of Paris for Elizabeth Arden. By invitation. (For Release, Fri., Sept. 23.) Publicity: Paulette Default, PL. 3-3410. Public Relations: Serge Obolensky Assoc., PL. 9-6272.	ELIZABETH ARDEN	691 FIFTH AVENUE SALON - 2ND FLOOR
Wednesday Sept. 21 4:00 P.M. Cocktails	PRESS PREVIEW OF SWIMWEAR COLLECTION Preview of Rose Marie Reid's swimwear collection. By invitation. Publicity: Eleanor McKay, OX. 5-4440.	ROSE MARIE REID (1407 BROADWAY)	ST. REGIS ROOF
Wednesday Sept. 21 4:00 P.M.	RESORT AND HOLIDAY COLLECTION Malcolm Starr's Resort and Holiday collection, designed by Elinor Simmons, Sept. 21, 27, 28, Oct. 4 at 4:00 P.M. Contact: Marion Auley, LA. 4-7690.	MALCOLM STARR, INC.	530 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Thursday Sept. 22 9:30 A.M. Breakfast	PRESS PREVIEW: FALL- WINTER FUR FASHIONS Presentation of Ben Kahn's Fall-Winter fur fashions. By invitation. (For Release, Fri., Sept. 23.) Contact: BR. 9-0633.	BEN KAHN FURS	HOTEL PLAZA CRYSTAL ROOM
Thursday Sept. 22 5:30 P.M. Cocktails	PREVIEW OF KNITWEAR COLLECTION The Marchesa Olga di Gresy and Russel Carpenter will present the Mirsa knitwear collection. By invitation. Contact: 683-8267.	MIRSA KNITWEAR (40 EAST 34TH STREET)	HOTEL PIERRE CRYSTAL ROOM
Friday Sept. 23 11:00 A.M.	SHOWING OF IMPORT COLLECTION Lord & Taylor will present their designer import collection to the press and private customers. By invitation. (For Release, Mon., Sept. 26.) Publicity: Jeri Savidge, WI. 7-3300, Ext. 232.	LORD & TAYLOR	3RD FLOOR
Monday Sept. 26 11:00 A.M.; 3:00 P.M.	INTERNATIONAL HAUTE COUTURE FASHION SHOW Alexander's will present an international haute couture fashion show, with European princesses modelling. For benefit of the Solders', Sailors' and Airmen's Club Inc. Chmn.: Mrs. William Woodward and Mrs. James H. Alen. Reserved Seats: $5.00. Public Relations: Serge Obolensky Assoc., 598 Madison Avenue, PL. 9-6272.	ALEXANDER'S (LEX.AVE. & 58TH ST.)	3RD FLOOR

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Monday Sept. 26 12:45 P.M.; 5:45 P.M.	CUSTOMER SHOWINGS OF IMPORT FASHIONS	OHRBACH'S	5TH FLOOR
	Haute couture imports and line-for-line copies at two showings. First show, by invitation only, at 12:45 P.M.; second show, open to public, no reserved seats, at 5:45 P.M. (In Westbury, Wed., Sept. 28 at 12:45 P.M., 2nd floor.) Publicity: Tom Foster or Mark Klauser, OX. 5-4000, Ext. 211.		
Tuesday Sept. 27 9:30 A.M. Breakfast	PRESS PREVIEW: FALL-WINTER FUR FASHIONS	MAXIMILIAN FURS, INC.	20 WEST 57TH STREET SALON - 3RD FLOOR
	Preview of Fall-Winter fur fashions. By invitation. (For Release, Wed., Sept. 28.) Publicity: Vera Bacal, CI. 7-1388.		
Tuesday Sept. 27 10:30 A.M.	OPENING: RESORT COLLECTION	OSCAR DE LA RENTA FOR JANE DERBY, INC.	550 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
	By invitation. Thereafter at 10:30 A.M., Sept. 29, Oct. 5. By reservation. Contact: Mabel Glemby, LA. 4-9350. Publicity: Eleanor Lambert, MU. 8-2130.		
Tuesday Sept. 27 2:30 P.M.	OPENING: RESORT AND NEW FASHIONS	LARRY ALDRICH ASSOCIATES	530 SEVENTH AVENUE SHOWROOM - 12TH FLOOR
	Resort and new fashions, designed by Marie McCarthy for Larry Aldrich. Showings: Sept. 27, 28, Oct. 4, 5 at 2:30 P.M. Contact: CH. 4-1872.		
Tuesday Sept. 27 2:30 P.M.	PRESS PREVIEW OF RESORT COLLECTION	MAURICE RENTNER, LTD.	550 SEVENTH AVENUE SHOWROOM - 17TH FLOOR
	Resort collection, designed by Bill Blass. By invitation. Thereafter, Sept. 28, Oct. 4, 6 at 2:30 P.M. By reservation. Contact: Herman Seigenfeld, LA. 4-6968.		
Tuesday Sept. 27 4:00 P.M.	PRESS SHOWING OF RESORT COLLECTION	DONALD BROOKS, INC.	550 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
	Also Sept. 29, Oct. 4 and 6 at 4:00. By reservation. Publicity: Catherine Smith. Contact: WI. 7-8235.		
Tuesday Sept. 27 5:00 P.M.-7:00 P.M. Cocktails	SECOND ANNUAL AWARDS: "NEWSWORTHY EYEWEAR"	FASHION EYEWEAR GROUP OF AMERICA	HOTEL PIERRE GRAND BALLROOM
	The Fashion Eyewear Group of America's second annual awards for outstanding achievement in newsworthy eyewear during the year. Fashion show and presentation of award-winning styles. Fashion and beauty editors will serve on Award Jury. By invitation. Publicity: Ruth Hammer Assoc., 246-4818.		
Wednesday Sept. 28 4:00 P.M. Cocktails	PREVIEW: RESORT-SPRING COLLECTION	McMULLEN (550 SEVENTH AVENUE)	500 CLUB 500 SEVENTH AVENUE
	By invitation. Thereafter daily at showroom, by appointment. Contact: OX. 5-4270. Publicity: Sara Pennoyer, MU. 2-6480.		
Tuesday Oct. 4 2:30 P.M.-4:30 P.M. Cocktails	DIAMONDS-INTERNATIONAL AWARDS EXHIBITION	N.W. AYER & SON, INC.	809 UNITED NATIONS PLAZA 12TH FLOOR
	Exhibition at Institute of International Education of award-winning jewelry designs by 21 jewelers, representing 11 countries. Press by invitation. Public exhibitions, Oct. 5, 6, 7 from 10:00 A.M. to 4:00 P.M. Publicity: Mildred Kosick, PL. 7-5700.		
Tuesday Oct. 4 4:30 P.M. Champagne	PRESS RECEPTION: "AWARDS FROM FRANCE"	FRENCH LACE INDUSTRY & AMERICAN IMPORTERS	HOTEL PIERRE COTILLION ROOM
	Formal awards to Bergdorf Goodman and Saks Fifth Avenue for outstanding presentations of French lace. Gala fashion show with special commendations to leading American designers. By invitation only. Publicity: Ken R. Williams & Associates, WI. 7-4471.		

1967

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